

# Research Assessment to Support Research Impact

Cameron Neylon - 7 November 2012  
Berlin10 - Stellenbosch

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There is a gaping (ethical, moral)  
hole in our assessment systems

But if we throw it all out...?

MIND THE GAP

<http://www.flickr.com/photos/limaoscarjuliet/3305886294> CC-BY

3

key points

番号が見えるようにスタンドを立てて、しばらく



I don't have answers...


...only questions

What do you value?

What is your mission?

Values → Mission

Mission → Assessment

Mission  Assessment

Mission ← Assessment



<http://www.flickr.com/photos/28481088@N00/2050334184> CC-BY

# Can we measure better?

<http://www.flickr.com/photos/sterlic/4299631538> CC-BY

An assertion.

We want to see  
scholarship *used*.

In the right places...

<http://www.flickr.com/photos/velkr0/3472576304> CC-BY

A close-up photograph of a man with a light beard and safety glasses, looking intently at a piece of equipment. The equipment has a white cylindrical component with a red cap. In the background, a computer monitor displays a green and blue interface, and red vertical panels are visible. The text "In the right places..." is overlaid in white on the right side of the image.

In the right places...

# In the right places...



<http://www.flickr.com/photos/ol1/6048544977> CC-BY-SA



...at the right time.

We want scholarship to  
be re-used and *re-usable*



Impact = Re-use

Application = Re-use

Commercialised = Re-use

Education = Re-use

Engagement = Re-use

...but also...

Citation = Re-use





# ones matter to you...

...but we do have  
new ways to  
measure these...

A close-up photograph of a person's face and torso. They are wearing a red and white plaid shirt and large, bright red boxing gloves. The person's mouth is slightly open, and they appear to be in a boxing stance. The background is dark and out of focus.

Articles with impact...

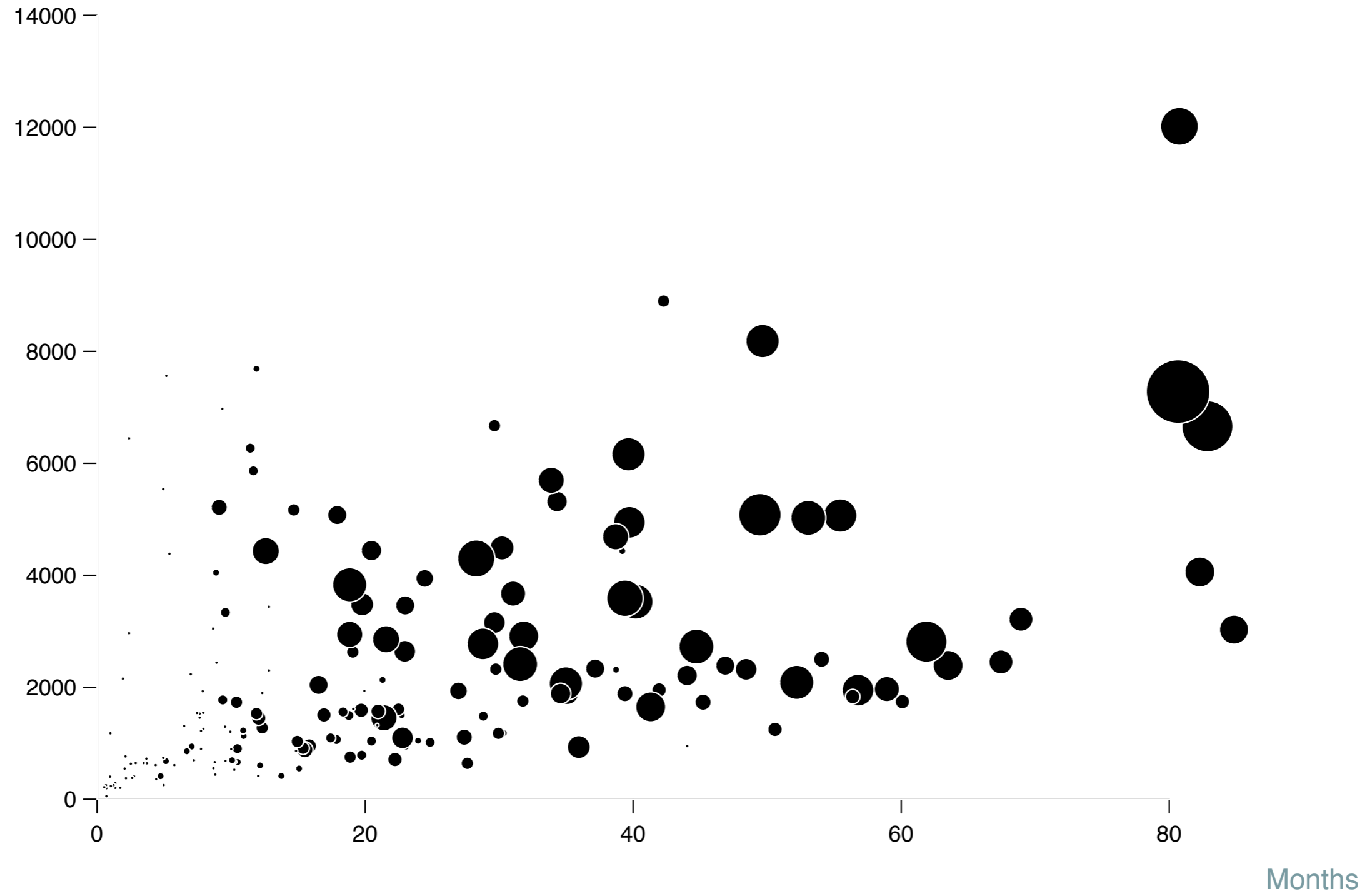
...but (relatively)  
few citations (yet)

# ALM data visualisations courtesy of Martin Fenner

## PLOS papers authored by University of Cape Town staff

Usage data from the PLoS journal website (combined HTML views and PDF downloads). Circle size correlates with CrossRef citation counts.

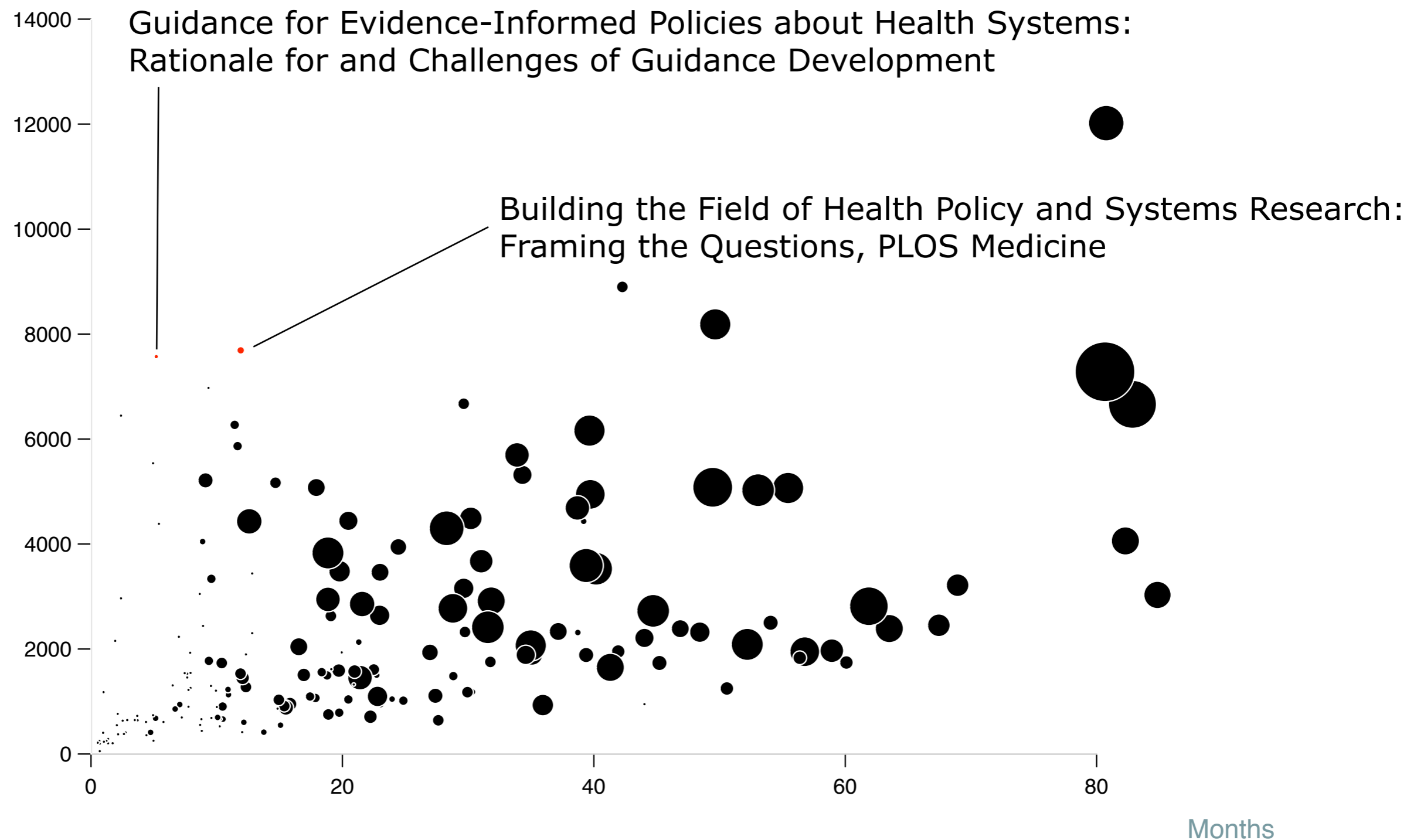
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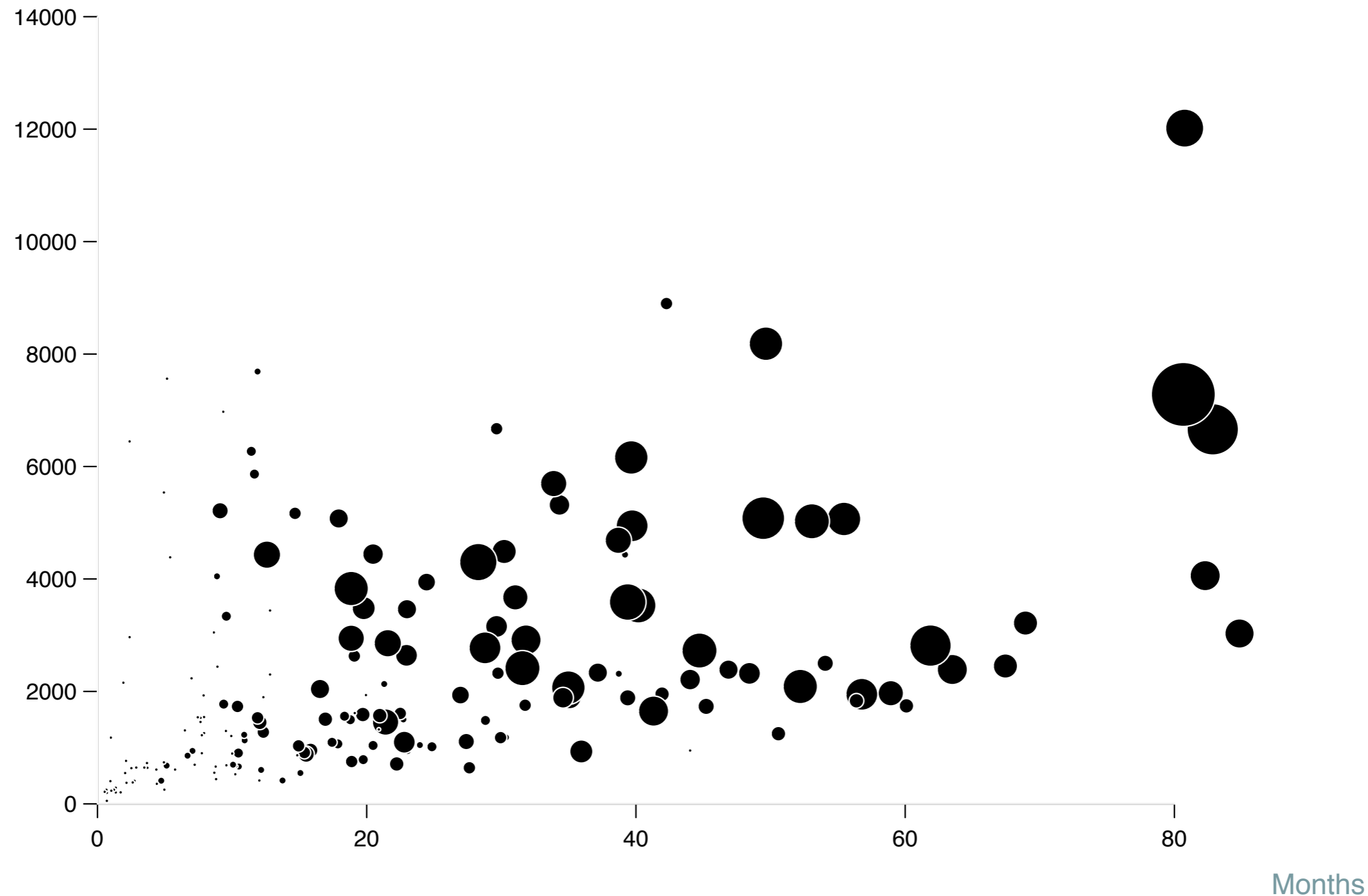
Total Views



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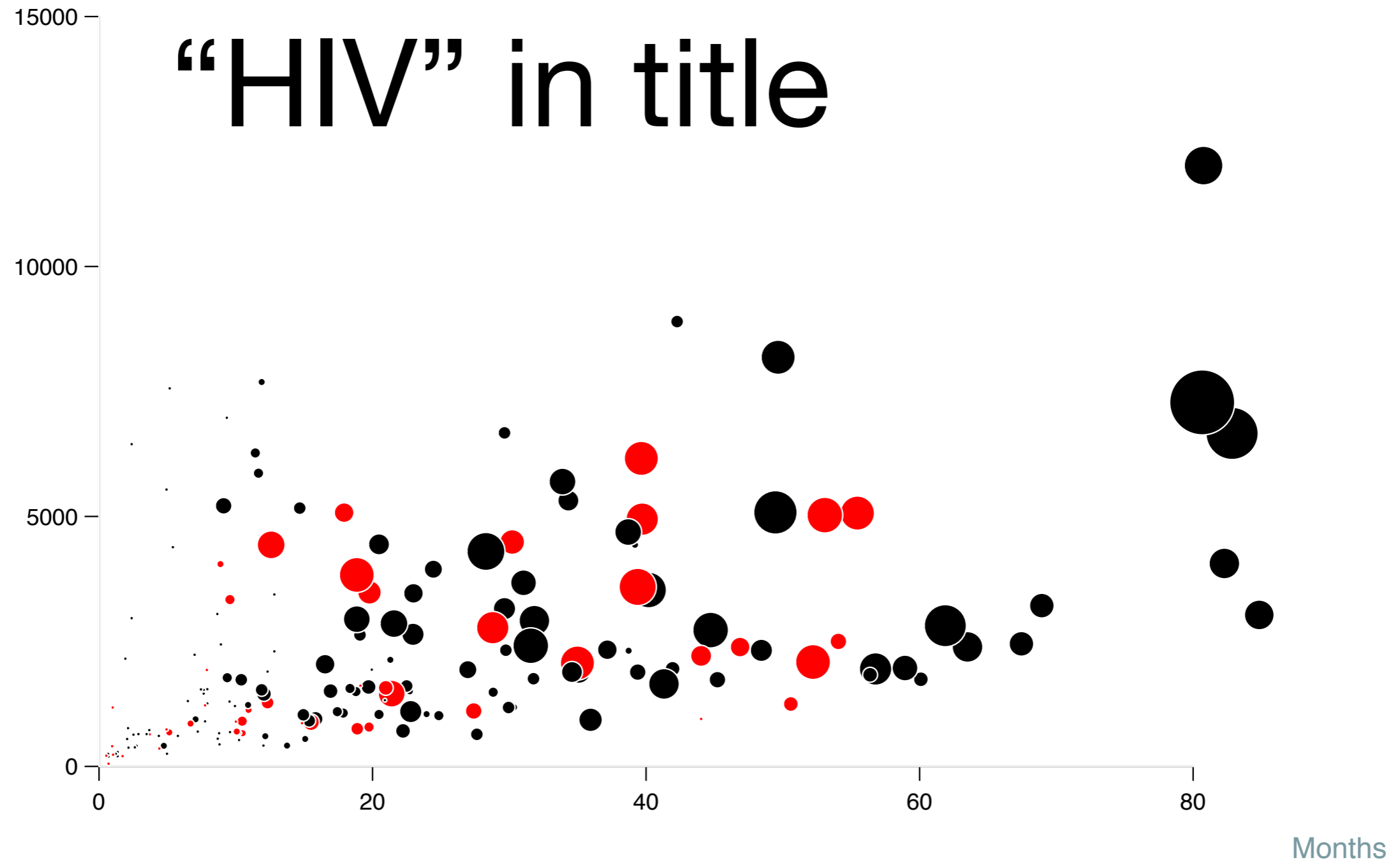
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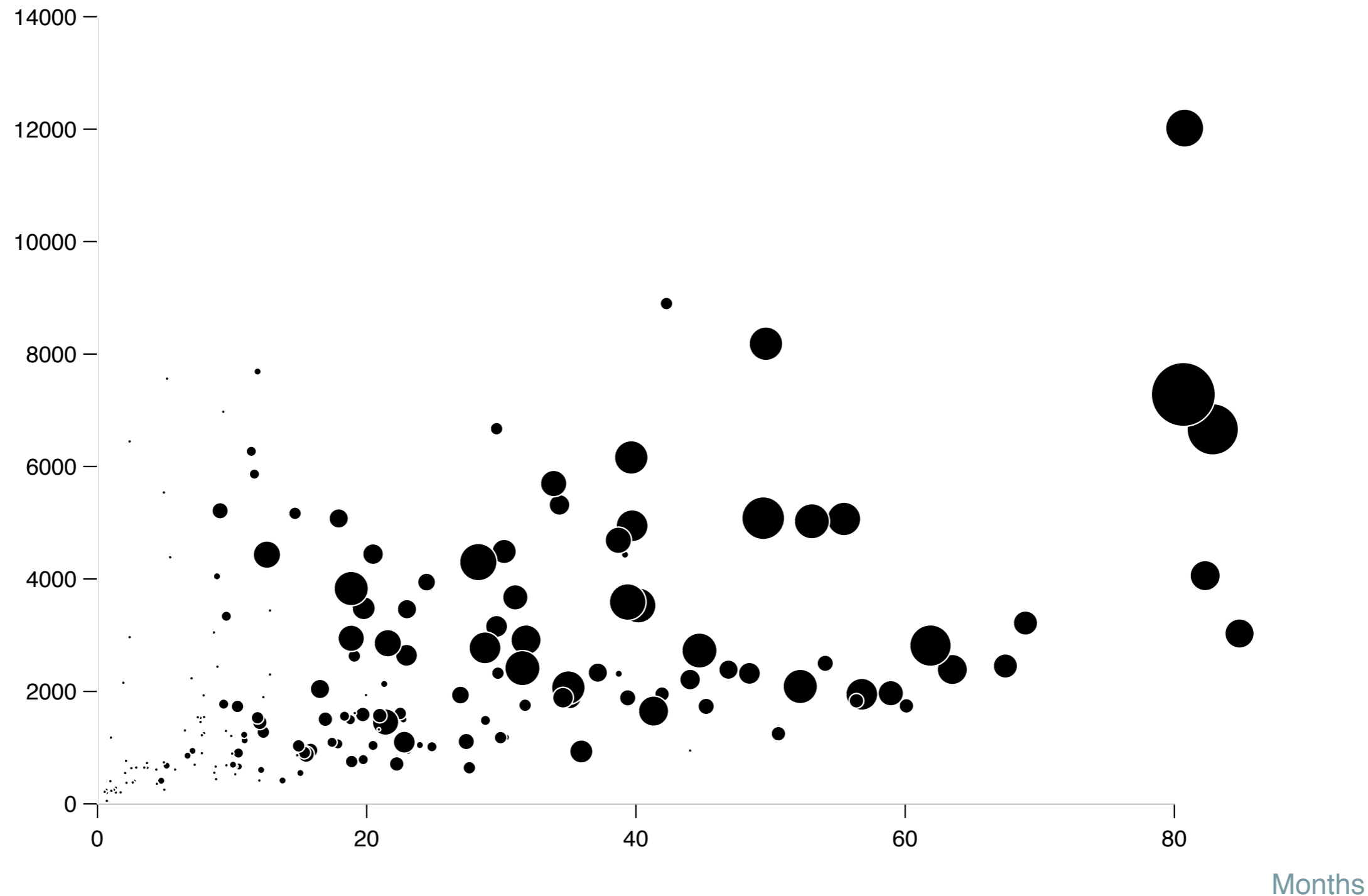
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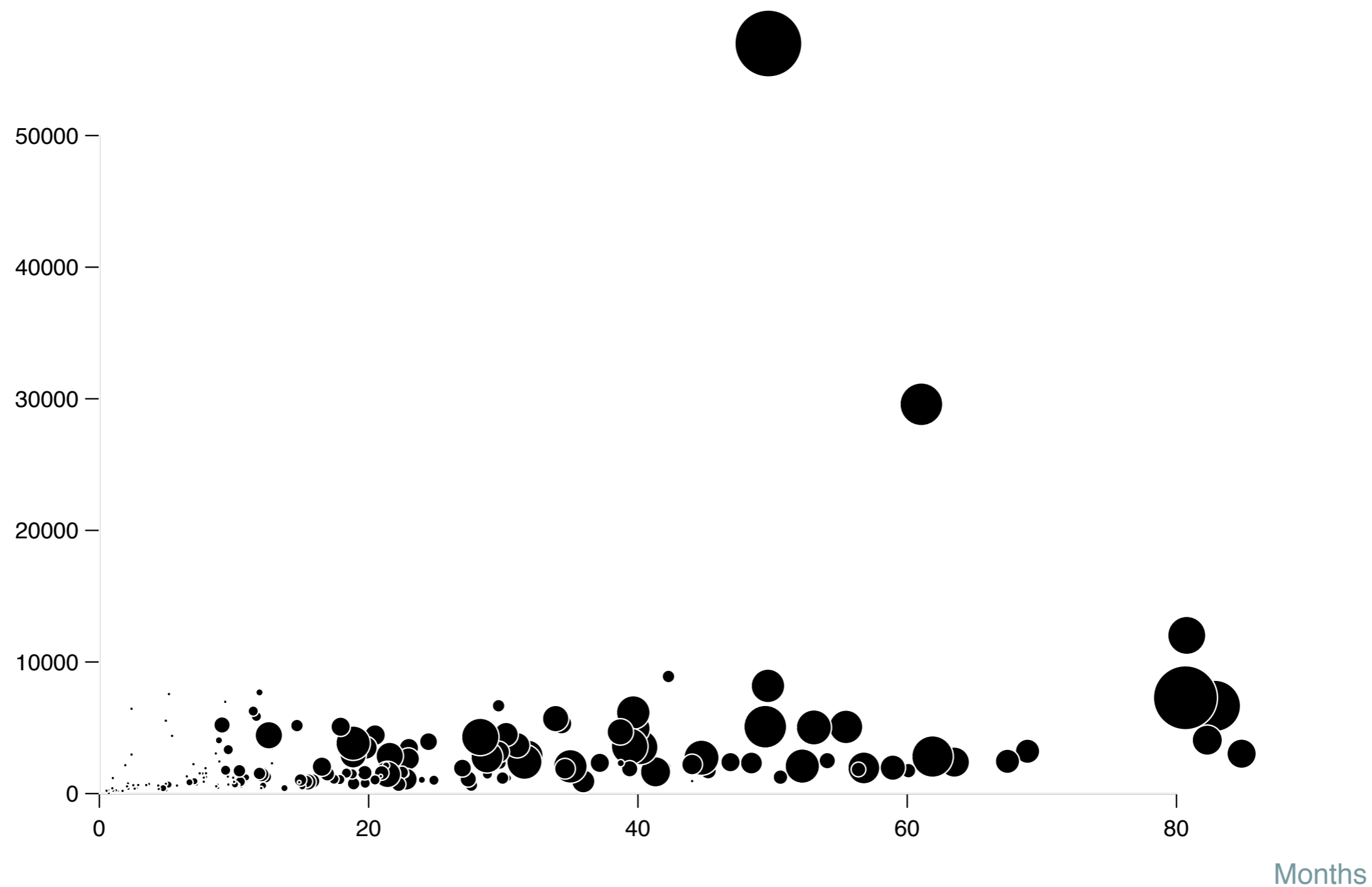
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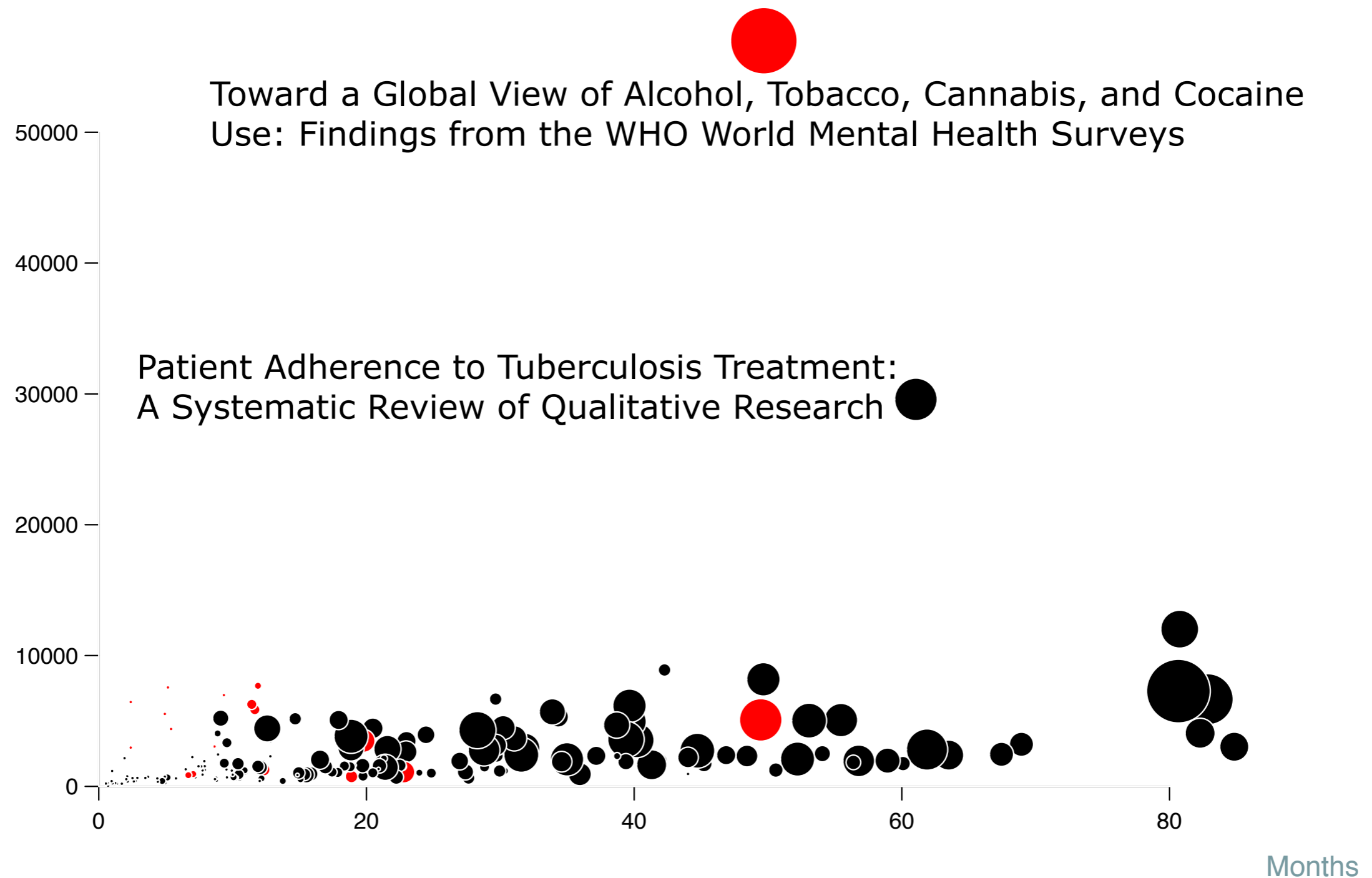
Total Views



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Total Views



Lingappa, Lambdin, Bukusi, Ngure, Kavuma, Inambao, Kanweka, Allen, Kiari, Makhema, Were, Manongi, Coetzee, de Bruyn, Delany-Moretlwe, Magaret, Mugo, Mujugira, Ndase, Celum (2008)

**Regional Differences in Prevalence of HIV-1 Discordance in Africa and Enrollment of HIV-1 Discordant Couples Into an HIV-1 Prevention Trial**

PLoS ONE

Doolan, Ehrlich, Myer (2007) **Experience of Violence and Socioeconomic Position in South Africa: A National Study**

PLoS ONE

Lefevre, Lett, Reynaud, Martin (2007) **Avoidance of Protein Fold Disruption in Natural Virus Recombinants**

PLoS Pathog

Thuiller, Slingsby, Privett, Cowling (2007) **Stochastic Species Turnover and Stable Coexistence in a Species-Rich, Fire-Prone Plant Community**

PLoS ONE

Uys, Warren, van Helden (2007) **A Threshold Value for the Time Delay to TB Diagnosis**

PLoS ONE










Munro, Lewin, Smith, Engel, Fretheim, Volmink (2007) **Patient Adherence to Tuberculosis Treatment: A Systematic Review of Qualitative Research**

Plos Med

4534	1402	1356	558	518	482	346	101	70	33	21	+8 more...
											
PLoS html views	PMC full-text views	PMC unique-ip views	PLoS pdf views	PMC figure views	PMC pdf views	PMC supp-data views	PMC abstract views	Topsy tweets	Scopus citations	CrossRef citations	

1683	492	358	192	164	138	90	20	8	6	6	+5 more...
											
PLoS html views	PMC full-text views	PMC unique-ip views	PMC figure views	PLoS pdf views	PMC supp-data views	PMC pdf views	PMC abstract views	Mendeley readers	Mendeley readers: developing countries	Scopus citations	

1549	406	351	238	219	206	135	26	26	20	20	+5 more...
											
PLoS html views	PLoS pdf views	PMC unique-ip views	PMC figure views	PMC full-text views	PMC supp-data views	PMC pdf views	PMC abstract views	Scopus citations	PMC citations	PubMed Central citations	

1617	394	381	368	171	133	100	35	15	15	12	+5 more...
											
PLoS html views	PMC full-text views	PMC unique-ip views	PLoS pdf views	PMC figure views	PMC supp-data views	PMC pdf views	Mendeley readers	PMC abstract views	Scopus citations	CrossRef citations	

1413	353	331	329	284	181	145	14	13	10	5	+5 more...
											
PLoS html views	PLoS pdf views	PMC full-text views	PMC unique-ip views	PMC figure views	PMC supp-data views	PMC pdf views	PMC abstract views	Mendeley readers	Scopus citations	PMC citations	

24606	5246	4468	4401	3866	2527	2036	269	110	34	28	+6 more...
											
PLoS html views	PLoS pdf views	PMC full-text views	PMC unique-ip views	PMC figure views	PMC pdf views	PMC supp-data views	PMC abstract views	Scopus citations	CrossRef citations	PubMed Central citations	

Lots of data...

<http://total-impact.org/collection/yhb7tr>

...but here's a story





55

## Toward a Global View of Alcohol, Tobacco, Cannabis, and Cocaine Use: Findings from the WHO World Mental Health Surveys PLoS Medicine

Research 17 countries stricter user-level drug policies does not = lower levels of drug use thx @PatOHare1 @JuliaElspeth

research in 17 landen: stricter drugsbeleid lijkt niet tot minder druggebruik #drugsgebruik #drugsbeleid #drugs

empirical evidence from 17 countries that stricter user-level drug policies does not mean lower levels of drug use

Toward a Global View of #Alcohol, #Tobacco, #Cannabis, and #Cocaine Use: Findings from WHO



38

## Priorities for Research on Equity and Health: Towards an Equity-Focused Health Research Agenda PLoS Medicine

Equity must remain the focus of social determinants of health agenda

Paradigm shift required: Research on health equity and social determinants of health needs strengthening @PLoSmedicine

Priorities for Research on Equity and Health: Towards an Equity-Focused Health Research #Equity and explicit research focuses for social determinants of health.



34

## Why Does Mental Health Not Get the Attention It Deserves? An Application of the Shiffman and Smith Framework PLoS Medicine

Why Does #MentalHealth Not Get the Attention It Deserves: A Why Does Mental Health Not Get the Attention It Deserves? An Application of the Sh... #globalmentalhealth

Why Does Mental Health Not Get the Attention It Deserves? New Plos article: #mentalhealth #hcsmanz

Why Does Mental Health Not Get the Attention It Deserves? @PLoS Definitions debated. Continued impact of stigma remains



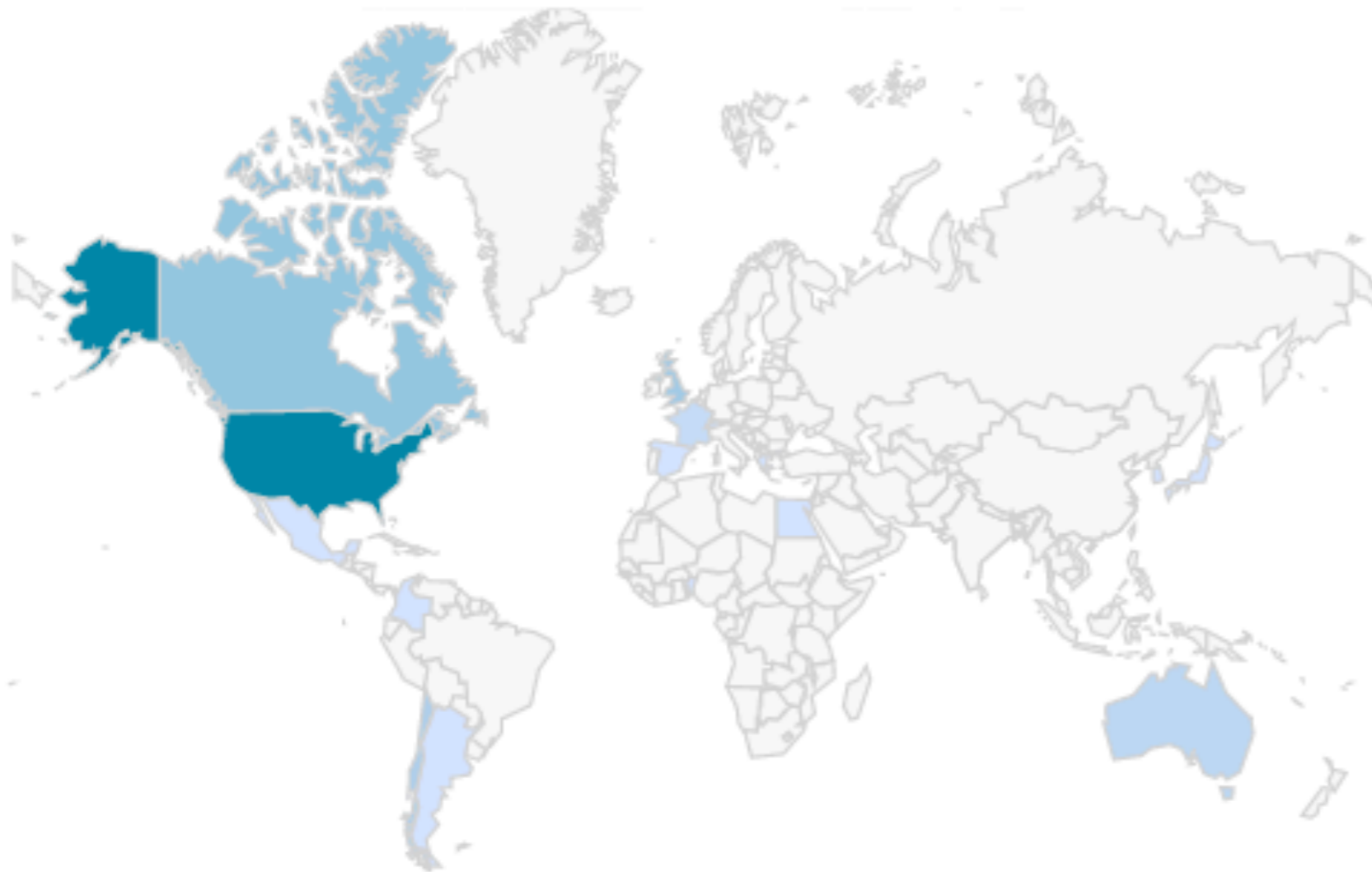
29

## Putting Evidence into Practice: The PLoS Medicine Series on Global Mental Health Practice PLoS Medicine

Finally some attention to mental health, Hurray! push for increased focus on practice based evidence in #globalmentalhealth... about time!

#Public #health experts take note Call for mental health practice case studies

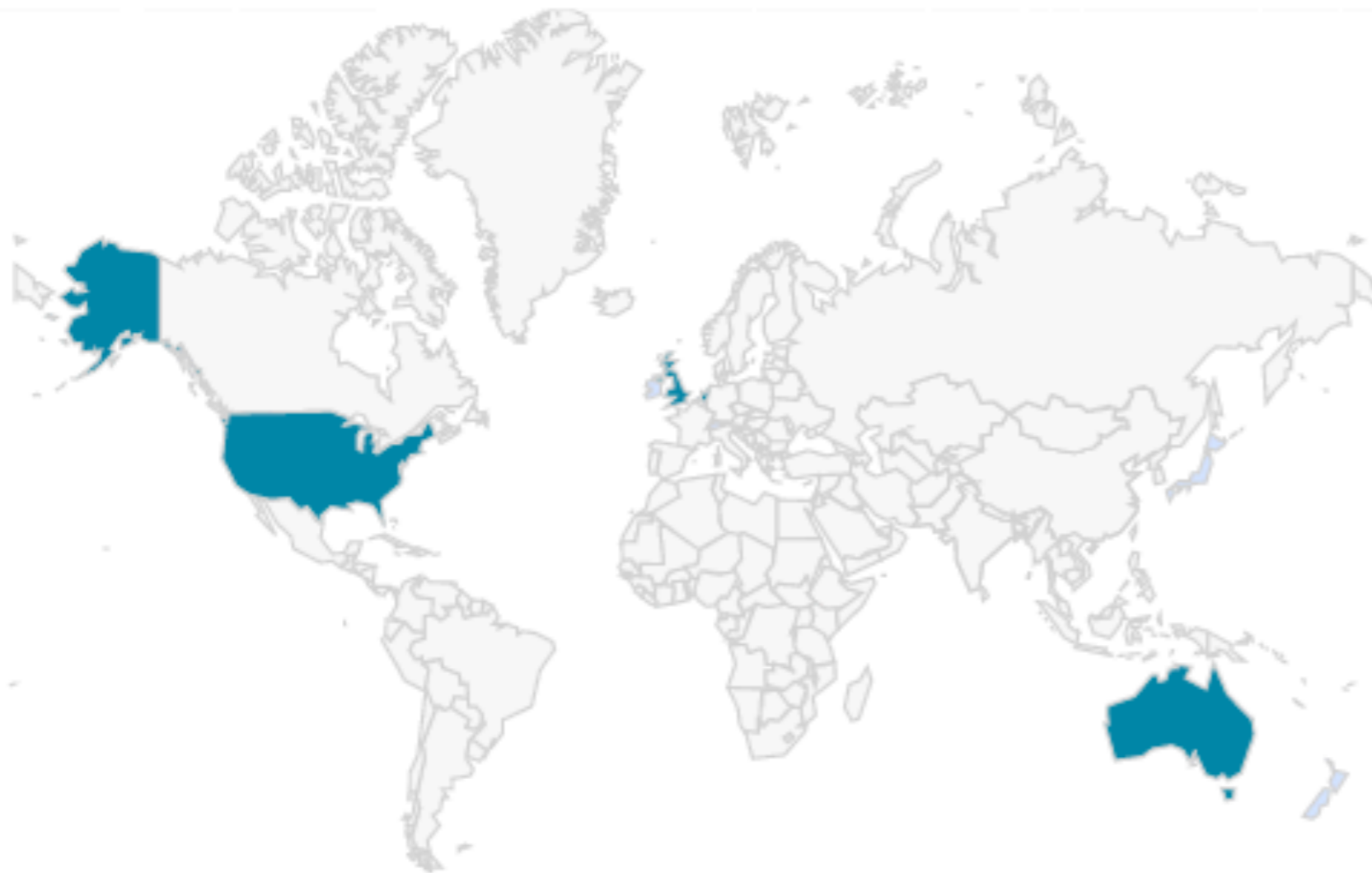
## Geographical breakdown



#	Country	As %
1	US	31%
2	CA	12%
3	GB	10%
4	CL	8%
5	AU	6%
6	FR	4%
7	CH	4%
8	ZZ	2%
9	CO	2%

What's the missing  
audience for these  
South African papers?

## Geographical breakdown



#	Country	As %
1	NL	16%
2	GB	16%
3	AU	16%
4	US	16%
5	JP	8%
6	NZ	8%
7	CH	8%
8	IE	8%

## Geographical breakdown



#	Country	As %
1	NL	16%
2	GB	16%
3	AU	16%
4	US	16%
5	JP	8%
6	NZ	8%
7	CH	8%
8	IE	8%

Twitter

Blogs

Demographics

## Geographical breakdown



#	Country	As %
1	US	53%
2	ZA	33%
3	CA	6%
4	AR	6%

...here's one...

# The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study

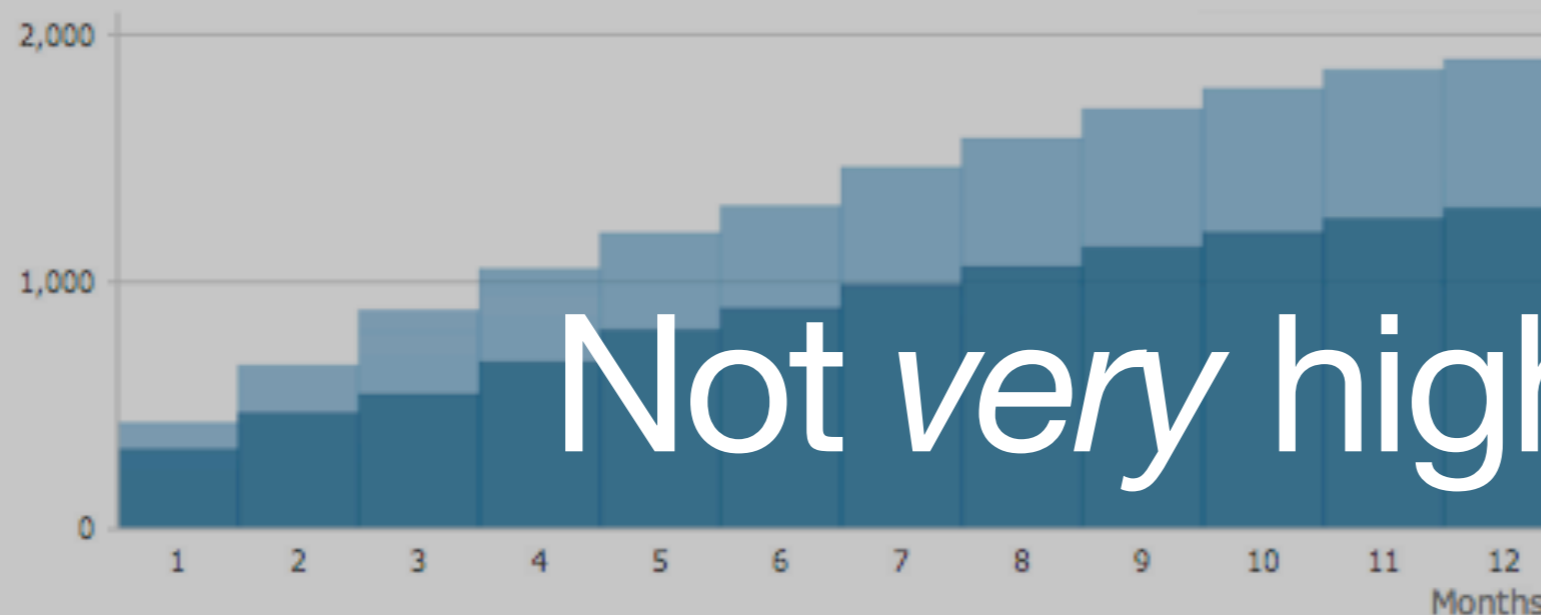
[Article](#)[Metrics](#)[Related Content](#)[Comments: 0](#)

## Article Usage

Total Article Views

**1,900**Sep 14, 2011 (publication date)  
through undefined NaN, NaN\*

	HTML Page Views	PDF Downloads	XML Downloads	Totals
PLoS	907	284	107	1,298
PMC	482	120	n.a.	602
Totals	1,389	404	107	1,900

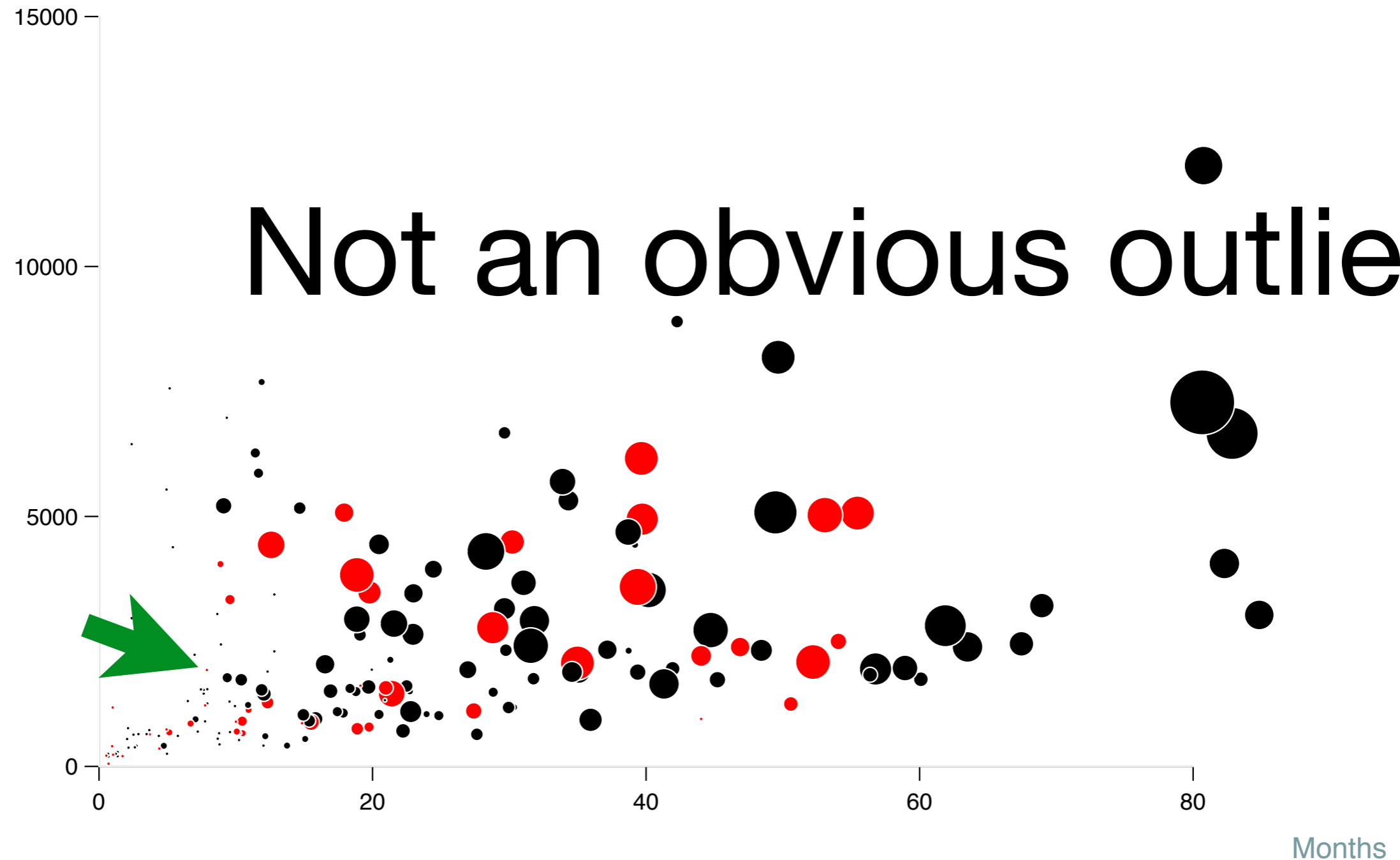
Cumulative  
Views

Not very high views

# PLOS papers authored by University of Cape Town staff

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Total Views



# The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study



@FeministsSA

amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>

19 Oct 11



@lizleloots

The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>

19 Oct 11



Sonke  
@SonkeTogether

#PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South African Men: Cross-sectional survey <http://t.co/WRTuDxsF>

20 Oct 11



Shukumisa  
@Shukumisa

@lizleloots a really important study, we have linked to it on our site <http://t.co/jJJlfnDu>

20 Oct 11



Goedgedacht Forum  
@Ggd\_Forum

RT @SonkeTogether: #PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South African Men: Cross-sectional survey <http://t.co/WRTuDxsF>

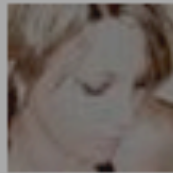
20 Oct 11

...but highly relevant interactions



Feminist in SA  
@FeministsSA

RT @lizleloots: The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>



lizle loots  
@lizleloots

The  
Afr



**Sonke**

**@SonkeTogether** Cape Town

*Work with men and boys to promote gender transformation. Tweets mostly by Londi.*

<http://genderjustice.org.za>



Sonke  
@SonkeTogether

#PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South African Men



Shukumisa  
@Shukumisa

@lizleloots



**Shukumisa**

**@Shukumisa** South Africa

*Shaking up social attitudes to sexual violence & treatment of survivors by the criminal justice system*

<http://www.shukumisa.org>



Goedgedacht Forum  
@Ggd\_Forum



**Goedgedacht Forum**

**@GGD\_Forum**

*The Goedgedacht Forum promotes discussion and dialogue at a national level. We have a proud tradition of creating a safe space for thought-leaders to gather.*

Cape Town, South Africa · <http://www.goedgedachtforum.co.za>

...driven by this person...



Feminist in SA  
@FeministSA  
F.I. @ziziloots: The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study. <http://t.co/LqVFB-B>



Sonke

@SonkeTogether Cape Town

19 Oct 11



**lizle loot**

@iliadswar

FOLLOWS YOU

*Sociologist & feminist researcher @thesvri & @mrcza. Promoting public understanding of violence against women & girls. Creating networks, translating research*

South Africa · <http://www.svri.org>



Shukumisa  
@Shukumisa

@lizleloots

Shaking up social attitudes to sexual violence & treatment of survivors by the criminal justice system  
<http://t.co/JJlfnDu>  
<http://www.shukumisa.org>

20 Oct 11



Goedgedacht Forum  
@Ggd\_Forum



**Goedgedacht Forum**

@GGD\_Forum

*The Goedgedacht Forum promotes discussion and dialogue at a national level. We have a proud tradition of creating a safe space for thought-leaders to gather.*

Cape Town, South Africa · <http://www.goedgedachtforum.co.za>

20 Oct 11

...who I can talk to.



**CameronNeylon**

@CameronNeylon

[@iliadswar](#) I'm trying to reconstruct a trail.  
Any chance you recollect finding&tweeting  
this paper (19 Oct last year)?  
[plosone.org/article/info%3...](https://plosone.org/article/info%3...)

↩ Reply 🗑 Delete ★ Favorite

3:47 PM - 7 Aug 12 via web · Embed this Tweet



**CameronNeylon**

@CameronNeylon

**@iliadswar** I'm trying to reconstruct a trail. Any chance you recollect finding&tweeting this paper (19 Oct last year)?  
[plosone.org/article/info%3...](https://plosone.org/article/info%3...)

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**lizle loots**

@iliadswar

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**lizle loots**

@iliadswar

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**lizle loots**

@iliadswar

Follow



**@CameronNeylon** having sources like Plos opens the scientific field to wider audiences who wld generally not know/be able to access

← Reply ↻ Retweet ★ Favorite

5:59 PM - 7 Aug 12 via UberSocial for BlackBerry · Embed this Tweet

See <http://bit.ly/NJOyUn> for the whole conversation



Shukumisa  
@Shukumisa

@lizeleloots a really important study, we have linked to it on our site <http://t.co/jJJlfnDu>

20 Oct 11

This. Is Impact.

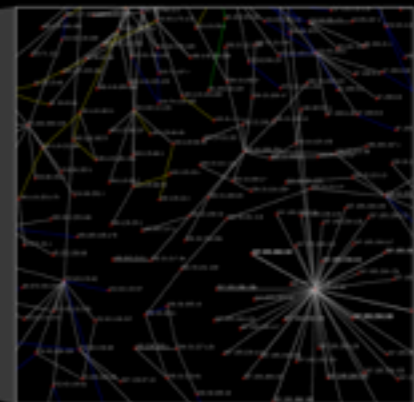
It's not about where  
you publish...

...but who you reach

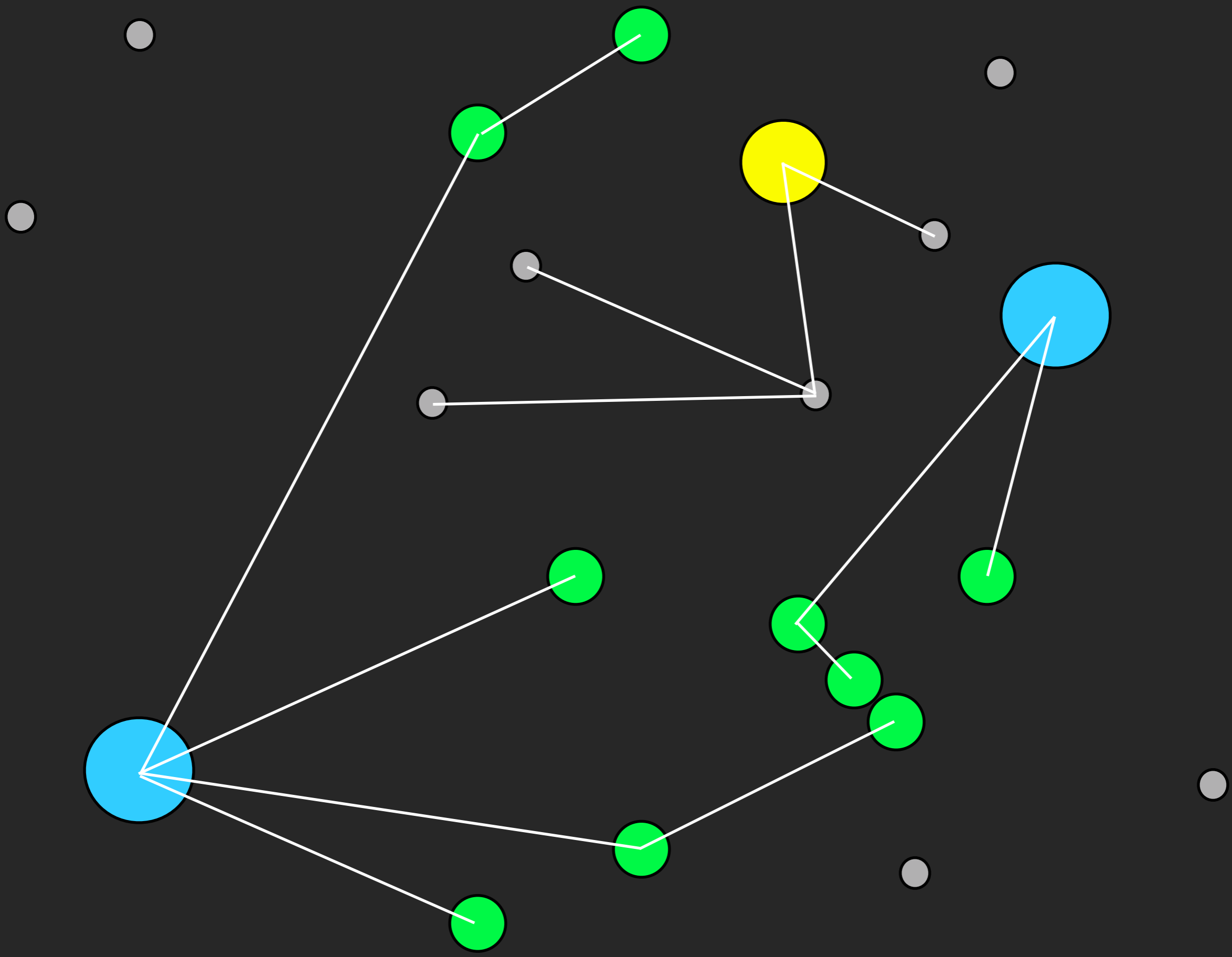




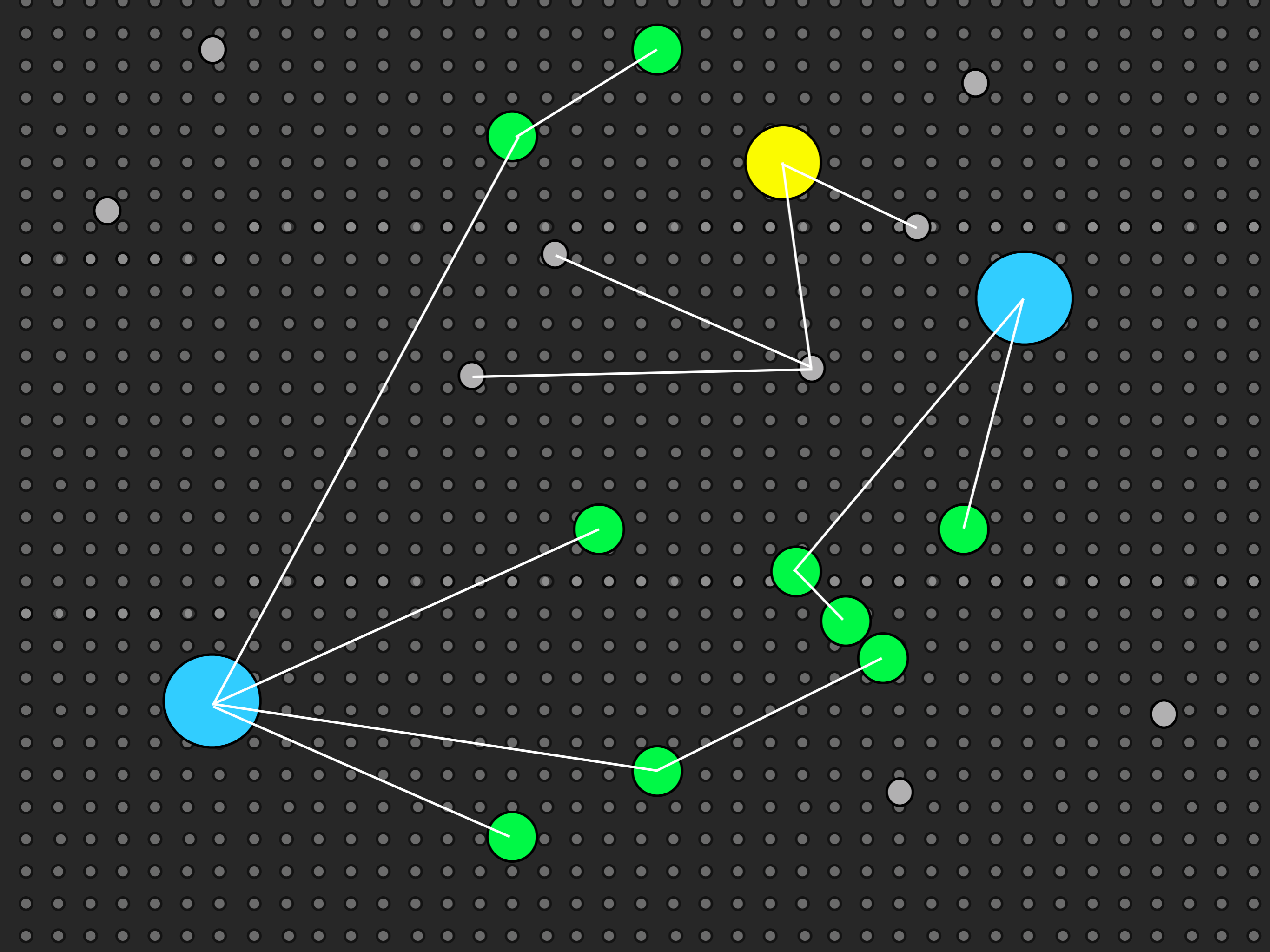
Think at network scale...



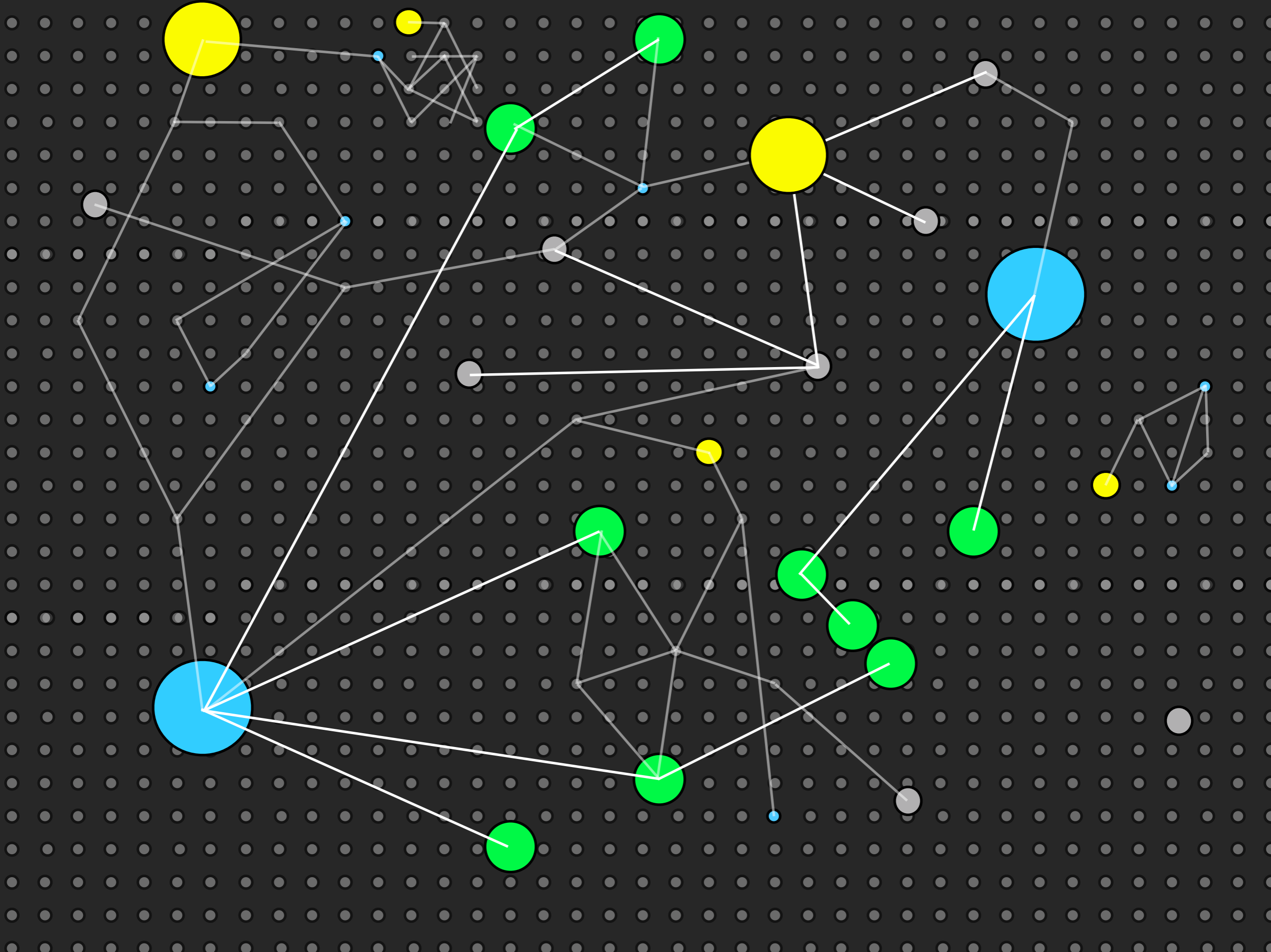
You're used to thinking  
about reaching scholars...



...but at the scale of the network...



...there are many  
ways to make  
connections...



...and not all of them with  
your traditional audience..

You don't even know  
who most of them are..

...so how do you  
maximise reach?



3

key points

番号が見えるようにスタンドを立てて、しばらく



Values → Mission



<http://www.flickr.com/photos/28481088@N00/2050334184> CC-BY



<http://www.flickr.com/photos/sterlic/4299631538> CC-BY

Mission → Assessment

Assessment → Impact





Think like the network.



OCTOBER 22 - 28, 2012 | EVERYWHERE

**Set the Default to OPEN ACCESS.**

We can't build a system  
on yesterday's truths.

We could maintain a  
system on today's....

...for a while



<http://www.flickr.com/photos/22746515@N02/4375854224> CC-BY



You *build* for the future  
on tomorrow's realities...



Innovators don't  
follow markets...

<http://www.flickr.com/photos/petrick/2291498814> CC-BY



...they build them.

<http://www.flickr.com/photos/98528214@N00/312210315/> CC-BY-SA

A globe with a network of colorful lines representing data or connections. The lines are in shades of purple, blue, yellow, and orange, creating a complex, web-like pattern across the surface of the globe. The globe itself is a deep red or maroon color.

Networks are the future.



Not rankings...

**stop.**  
**think.**  
**get it**  
**right.**

**Public Meeting:**  
Tuesday, June 2, 7:30 p.m.  
Lansdowne Park,  
Assembly Hall

**Rally:**  
for Lansdowne Park:  
Sunday, June 14, 1:00 p.m.  
Aberdeen Pavilion

[www.friendsoflansdownepark.ca](http://www.friendsoflansdownepark.ca)

@cameronneylon

<http://cameronneylon.net>